

## ORDER



**Orders**  
**Order / Rev:** 187108  
**Alt Order #:**  
**Product Desc:** STABENOW FOR SENATE 2012  
**Estimate:** 11273  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** REG

**Primary AE:** WOOD Local House  
**Sales Office:** L-GR  
**Sales Region:** Loc

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Stabenow for Senate 2012  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P4  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	74	\$37,025.00	\$31,471.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	74	\$37,025.00	\$31,471.25	0.00
<b>Totals</b>	<b>74</b>	<b>\$37,025.00</b>	<b>\$31,471.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WOOD Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOOD	10/08/12	10/12/12	5am Daybreak 5am Daybreak	CM	5a-6am	11111--	:30	5	\$150.00	P4	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11111--			5		\$150.00		0.00				
2	WOOD	10/08/12	10/12/12	6am Daybreak 6am Daybreak	CM	6-7a	11111--	:30	5	\$400.00	P4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11111--			5		\$400.00		0.00				
3	WOOD	10/08/12	10/12/12	Today Show M-F Today Show	CM	658-9a	11111--	:30	5	\$650.00	P4	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11111--			5		\$650.00		0.00				
4	WOOD	10/13/12	10/13/12	Today Show Sa Today Show Saturday	CM	758-10a	-----1-	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1-			1		\$375.00		0.00				
5	WOOD	10/14/12	10/14/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	-----1	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1			1		\$125.00		0.00				
6	WOOD	10/14/12	10/14/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	-----1	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----1			1		\$250.00		0.00				

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Advertiser: POL/Stabenow for Senate 2012  
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 Estimate: 11273

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WOOD	10/11/12	10/11/12	Today Show 2 Today Show 2	CM	9-10a	--- 1---	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--- 1---		1			\$300.00			0.00			
8	WOOD	10/09/12	10/09/12	Today Show 3 Today Show 3	CM	10-11a	- 1-----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- 1-----		1			\$200.00			0.00			
9	WOOD	10/08/12	10/08/12	M-F 11a-12p eightWest	CM	11a-12p	1-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1			\$50.00			0.00			
10	WOOD	10/12/12	10/12/12	Noon News News 8 @ Noon	CM	12-1p	---- 1--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	---- 1--		1			\$225.00			0.00			
11	WOOD	10/10/12	10/10/12	Days of Our Lives Days of Our Lives	CM	1-2p	-- 1----	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	-- 1----		1			\$200.00			0.00			
12	WOOD	10/11/12	10/11/12	M-F 2-3p Rachael Ray	CM	2-3p	--- 1---	:30	1	\$125.00	P4	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	--- 1---		1			\$125.00			0.00			
13	WOOD	10/08/12	10/12/12	M-F 3-4p The Doctors	CM	3-4p	11111--	:30	5	\$125.00	P4	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$125.00			0.00			
14	WOOD	10/08/12	10/12/12	M-F 4-5p Ellen	CM	4-5p	11-- 1--	:30	3	\$400.00	P4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11-- 1--		3			\$400.00			0.00			
15	WOOD	10/08/12	10/11/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	1- 11---	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1- 11---		3			\$675.00			0.00			
16	WOOD	10/09/12	10/12/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	- 1111--	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	- 1111--		4			\$675.00			0.00			
17	WOOD	10/08/12	10/12/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	111- 1--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	111- 1--		4			\$1,125.00			0.00			
18	WOOD	10/08/12	10/12/12	M-F 7-730p Inside Edition	CM	7-730p	11111--	:30	5	\$450.00	P4	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$450.00			0.00			
19	WOOD	10/08/12	10/12/12	M-F 730-8p Access Hollywood	CM	730-8p	11111--	:30	5	\$400.00	P4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5			\$400.00			0.00			
20	WOOD	10/08/12	10/08/12	Mon Prime Other 2 Monday 8-10p	CM	8-10p	1-----	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----		1			\$2,000.00			0.00			
21	WOOD	10/09/12	10/09/12	Tue Hour 3 Tuesday 10-11p	CM	10-11p	- 1-----	:30	1	\$1,250.00	P4	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WOOD	10/09/12	10/09/12	Tue Hour 3 Tuesday 10-11p	CM	10-11p	- 1 - - - -	:30	1	\$1,250.00	P4	0.00	NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- 1 - - - -		1				\$1,250.00		0.00			
22	WOOD	10/10/12	10/10/12	Wed Hour 3 Wednesday 10-11p	CM	10-11p	- - 1 - - -	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - 1 - - -		1				\$875.00		0.00			
23	WOOD	10/11/12	10/11/12	Thur Hour 1 Thursday 8-9p	CM	8-9p	- - - 1 - -	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - 1 - -		1				\$750.00		0.00			
24	WOOD	10/12/12	10/12/12	Fri Hour 3 Friday 10-11p	CM	10-11p	- - - - 1 -	:30	1	\$875.00	P4	0.00	NM	1	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - 1 -		1				\$875.00		0.00			
25	WOOD	10/13/12	10/13/12	Sat Hour 3 Saturday 10-11p	CM	10-11p	- - - - - 1	:30	1	\$350.00	P4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1		1				\$350.00		0.00			
26	WOOD	10/08/12	10/12/12	LN M-F M-F News 8 @ 11	CM	11-1135p	1 1 1 1 - -	:30	5	\$900.00	P4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1 1 1 1 - -		5				\$900.00		0.00			
27	WOOD	10/13/12	10/13/12	LN Sa Saturday News 8 @ 11	CM	11-1130p	- - - - - 1	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1		1				\$900.00		0.00			
28	WOOD	10/14/12	10/14/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	- - - - - 1	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - 1		1				\$500.00		0.00			
29	WOOD	10/08/12	10/12/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	1 1 1 1 - -	:30	5	\$300.00	P4	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1 1 1 1 - -		5				\$300.00		0.00			
N30	WOOD	10/08/12	10/10/12	M-F 2-3p Rachael Ray	CM	2-3p	MTW- - - -	:30	3	\$125.00	P4	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MTW- - - -		3				\$125.00		0.00			
													Totals	74	\$37,025.00